



Recruiting skilled human subjects for  
IARPA's ReSCIND Project

# Recruiting skilled participants requires a different approach...



- Low wage, low skill
- Prohibit direct contact
- Don't really support open-ended longitudinal studies



- **2 billion** daily active users
- Incredible targeting capabilities
- You control the messaging at the top of the recruitment funnel!

\*Note: we are agnostic on advertising platforms and are equipped to recruit from other populations. E.g. ReSCIND might want to try recruiting from  stackoverflow

## Example ads

### Help us advance the science of cybersecurity

Participate in a 2 week study  
to solve analytic puzzles

- Work alongside other highly-qualified teammates
- Improve your analytic skills
- Win up to \$10K in prizes

 **quorum**  
register.quorumapp.com

### Attention: Hackers & Gamers

Participate in a 6 week study  
to solve analytic puzzles

- Work alongside other highly-qualified teammates
- Improve your analytic skills
- Win up to \$10K in prizes

 **quorum**  
register.quorumapp.com

## Example populations

# On Facebook / Instagram, we can reach...

**15.2 - 17.9 million** individuals in the United States who are interested in “Computer security,” “Data security,” or “National Cyber Security Alliance”...

...of whom **6.5 - 7.7 million** are women...

...and between **14,500 - 17,000** live within 25 miles of Sandia National Laboratories in Albuquerque, New Mexico

**35.8 - 42.1 million** individuals in the United States who are interested in “Hackathons,” or “Computer games”

...of whom **4 - 4.7 million** are over the age of 50...

...and between **29,900 - 35,200** \*also\* like The West Wing (the TV show)

# Why hire us?

**We handle the hassles, so you can focus on the science.**

- We run the ads (to your specifications),
- ...field tech help requests and complaints
- ...screen participants (using our survey software or yours, e.g. Qualtrics)
- ...pay participants and manage contractual obligations and liabilities (e.g. distribution of tax documentation)
- ...provide best-in-class software for facilitating and studying group interactions, if needed

